

28599. C-V lemon-flavored vitamin C tablets. (F.D.C. No. 48113. S. No. 63-552 T.)

QUANTITY: 696 individually ctnd. 100-tablet btls. and 62 individually ctnd. 250-table btls., at St. Paul, Minn., in possession of Vitamin Council, Inc.

SHIPPED: 2-28-62, from St. Louis, Mo.

LABEL IN PART: (Btl. and ctn.) "Lemon Tabs * * * CV Fresh Delicious Lemon Flavored Vitamin C 100 Mg. Ascorbic Acid per Lemon Tab * * * Distributed by Vitamin Council Incorporated."

RESULTS OF INVESTIGATION: The tablets had been shipped in bulk and had been repacked by the dealer into bottles and cartons.

LIBELED: 9-21-62, Dist. Minn.

CHARGE: 403(a)—while held for sale, the labeling of the article contained false and misleading representations that the article was adequate and effective to build strong body cells and blood vessels; develop gums, teeth and bones; to relieve thirst; heal wounds; prevent heat prostration; promote the bodies' response to stress; and that the American diet was generally deficient in vitamin C.

DISPOSITION: 10-26-62. Consent—claimed by Vitamin Council, Inc., and relabeled.

28600. Ketovite tablets. (F.D.C. No. 47592. S. Nos. 59-213/14 T.)

QUANTITY: 16 200-tablet btls., 13 400-tablet btls., 8 500-tablet btls., and 5 1000-tablet btls., at Kansas City, Kans.

SHIPPED: Between 2-12-62 and 3-12-62, from Cedar Rapids, Iowa, by Professional Foods.

LABEL IN PART: (Btl.) "Ketovite * * * A Dietary Supplement, made from Liver and other Meats (Desiccated) * * * Vitamins and Minerals from Food Sources. Directions * * * Distributed by Professional Foods, Cedar Rapids, Iowa."

RESULTS OF INVESTIGATION: The article was shipped in bulk and repacked by the dealer and labeled with labels furnished by the shipper.

LIBELED: 5-14-62, Dist. Kans.

CHARGE: 403(a)—when shipped and while held for sale, the label of the article contained false and misleading statements that the article was of significant value for special dietary supplementation by reason of the presence therein of liver, enzymes, protein, and other substances; and 403(j)—the article purported to be and was represented as a food for special dietary use by reason of its vitamin and mineral content and its label failed to bear, as required by regulations, a statement of the proportion of the minimum daily requirement for vitamins A, B₁, B₂, C, D, and niacinamide, and the minerals, calcium, phosphorus, iron, and iodine supplied by such food when consumed in a specified quantity during a period of one day.

DISPOSITION: 8-20-62. Default—delivered to a public institution.